

## YouGov Survey Results

Sample Size: 1697 GB Adults  
Fieldwork: 9th - 10th July 2012

|                        | Gender      |            | Age        |            |            |            | Social grade |            | Region     |               |                  |            |            |            |
|------------------------|-------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|------------|
| Total                  | Male        | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | London     | Rest of South | Midlands / Wales | North      | Scotland   |            |
| <b>Weighted Sample</b> | <b>1697</b> | <b>825</b> | <b>872</b> | <b>205</b> | <b>433</b> | <b>580</b> | <b>479</b>   | <b>967</b> | <b>730</b> | <b>217</b>    | <b>552</b>       | <b>363</b> | <b>417</b> | <b>148</b> |
| Unweighted Sample      | 1697        | 823        | 874        | 61         | 404        | 738        | 494          | 1131       | 565        | 249           | 544              | 332        | 407        | 165        |
|                        | %           | %          | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          | %          |

Please now imagine that you were able to make any animal the size of a dog so that you could keep it as a pet, which, if any, of the following animals would you choose?

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tiger   | 14 | 14 | 13 | 14 | 15 | 15 | 9  | 13 | 14 | 13 | 12 | 13 | 16 | 15 |
| Elephant  | 10 | 8  | 12 | 12 | 11 | 9  | 10 | 11 | 9  | 10 | 14 | 9  | 8  | 7  |
| Polar bear  | 6  | 7  | 6  | 9  | 6  | 7  | 4  | 8  | 5  | 7  | 7  | 8  | 5  | 5  |
| Lion  | 5  | 6  | 4  | 9  | 6  | 4  | 3  | 5  | 5  | 7  | 2  | 7  | 7  | 4  |
| Cheetah   | 4  | 6  | 3  | 8  | 3  | 4  | 5  | 5  | 4  | 6  | 4  | 5  | 4  | 1  |
| Giraffe   | 4  | 2  | 6  | 7  | 5  | 4  | 2  | 5  | 3  | 4  | 3  | 7  | 3  | 2  |
| Leopard   | 3  | 3  | 3  | 1  | 4  | 4  | 1  | 3  | 3  | 2  | 3  | 4  | 2  | 3  |
| Horse   | 3  | 1  | 5  | 0  | 2  | 3  | 6  | 3  | 3  | 3  | 2  | 4  | 4  | 4  |
| Hippo   | 1  | 1  | 2  | 2  | 2  | 2  | 0  | 1  | 1  | 3  | 2  | 1  | 1  | 0  |
| Zebra   | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 2  |
| Cow   | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 3  |
| Crocodile   | 1  | 1  | 1  | 0  | 2  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 0  |
| Tortoise  | 1  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  |
| Rhino   | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  |
| Cockroach   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Tarantula   | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  |
| Mouse   | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 1  | 0  |
| Other   | 4  | 5  | 3  | 2  | 6  | 4  | 4  | 4  | 5  | 3  | 5  | 3  | 5  | 4  |
| Not applicable, I would not want to make any other animal the size of a dog | 38 | 39 | 37 | 26 | 29 | 38 | 51 | 37 | 40 | 36 | 38 | 38 | 37 | 45 |
| Don't know  | 2  | 3  | 2  | 6  | 3  | 2  | 1  | 2  | 3  | 3  | 2  | 1  | 3  | 5  |